

Bachelor thesis "The RE/MAX brand in Czech Republic in the years 2006-2008" is divided in two parts. The first theoretical part deals with the explanation of the term franchising and its main aspects while it also describes the special features of marketing communication within franchising organization. It is concentrated especially on the explanation of important terms for marketing communication in franchising (brand, corporate identity) and describes the environment, in which franchising organisations communicate. These are business –to- business and business- to consumer markets. The emphasis is also put on the organization of marketing activities at different levels of franchising company. The second part focuses on RE/MAX company as the famous global franchise network. It describes its entrance to Czech real estate market, looking at the way how the offices were launched, communication strategy and concrete communication activities during the years 2006-2008.